

## ADULT BINGE DRINKING STRATEGIC PLAN

Carrington Health Center's Healthy Communities Coalition

## **ASSESSMENT**



**Adult** 

**Binge** 

**Drinking** 

## REASONS WHY/ INTERVIENING VARIABES





**STRATEGIES** 

- ND ranks #1 in the nation for binge drinking among 18-25 (NSDUH, 2008-2009).
- ND ranks 5<sup>th</sup> in the nation for binge drinking among 26+ (NSDUH, 2008-2009).
- 48% of all arrests statewide are alcohol & drug related (ND UCR, 2010).
- 15% of community members perceive the contribution of drug & alcohol use to crimes as a serious problem (ND CRS, Region VI, Frontier, 2008).
- 52% of ND fatal crashes are alcohol related (ND DOT, 2010).
- 15% of community members perceive the contribution of drug & alcohol use to crashes & injuries as a serious problem (ND CRS, Region VI, Frontier, 2008).
- 58% of treatment admissions to SCHSC in 2010 were for alcohol (primary substance).
- 19% of community members perceive adult alcohol use as a serious problem (ND CRS, Region VI, Frontier, 2008).

Ordinance/ Policy

- Enforcement
- High access/availability
- Social norms favorable for use (acceptability)
- Low attachment
- The perception of 'nothing else to do'
- Low perceived risk of harm
- Low awareness of the problem
- \*Pricing and Advertising also reasons discussed but not being addressed at this time.

City/County/Workplace policy/ordinance review

• Policy

Enforcement Efforts (Saturation/DUI Patrols)

• Enforcement

Mass media messaging

(Community support for

prevention, serving size

(education on liabilities,

state and local laws, over serving)

**Alternative** 

campaign)

Education

Server Training

**Alternative Activities** 

Communication

activities/events (NYE)

Collaboration

\*Implemented within all actions